

EVENTFORWARD

STRATEGIC VENUE OPERATIONS • REVENUE OPTIMIZATION • EXPERIENCE DESIGN

B2B VENUE FRAMEWORK

Maximizing Venue Potential With Zero Salaried Payroll Overhead: EventForward partners with hospitality venues, craft breweries, and property developers to transform quiet calendars and underutilized square footage into high-margin, scalable revenue engines.

THE PROOF OF CONCEPT • TRACK RECORD & IMPACT

Real-world results from 30-day venue overhaul and operational systems implementation

+84.34%

YOY REVENUE GROWTH

Month-one overhaul lifted June event sales from \$19,150.00 to **\$35,302.00** under EventForward direction.

#1 Record

ALL-TIME HIGH

Shattered historical June records by **+36.89%** over the prior venue peak (\$25,789.20).

\$160,000+

FUTURE EVENT PIPELINE

Secured over \$160k in booked private rentals and corporate buyouts within 7 weeks of deployment.

THE 5 MODULAR SERVICE PILLARS

End-to-end operational infrastructure deployed seamlessly into your venue

1 Strategic Operations & Lead Funnels

Turnkey CRM integration (Tripleseat), rapid-response lead workflows, Banquet Event Order (BEO) systems, and POS-to-CRM reconciliation to eliminate lost revenue.

2 Private Rental Program Execution

Structured tiered pricing for corporate buyouts, micro-weddings, and private parties. Clear food & beverage minimums designed to protect bar and kitchen margins.

3 Turnkey Technical Production & A/V

In-house commercial sound, lighting, staging, and streaming infrastructure. Unlocks premium event packages and high-margin production upsells with zero venue CapEx.

4 Calendar Yield & Venue Activation

Transform slow mid-week nights into profitable activations. Recurring community gatherings, networking mixers, and seasonal programming driving taproom foot traffic.

5 Original Ticketed Programming & IP

Deploy proven experiential concepts (SPARK framework, storytelling showcases, curated festivals) directly into your room with shared financial upside and risk.

Zero Management Friction

100% of contracting, scheduling, client onboarding, and day-of coordination handled directly by EventForward.

PARTNERSHIP MODELS BUILT FOR TOTAL ALIGNMENT

No bloated consulting retainers • We share the risk and align directly with your growth

SHARED SUCCESS

Aligned Revenue Share

Performance-based structures tied to incremental rental growth, buyout minimums, and production upsells. When your venue exceeds targets, we both win.

ZERO PAYROLL

Zero Staffing Overhead

Avoid the fixed salary, taxes, and benefit burdens of a full-time Director of Events. EventForward functions as a variable, self-funding division partner.

DAY-1 TOOLKIT

Plug-and-Play Assets

Immediate deployment of industry-leading CRM tools, BEO documentation, and commercial A/V production equipment without upfront capital expenses.

Request a Complimentary Venue Yield Audit

Discover how much uncaptured event revenue is sitting in your calendar and square footage.

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